MAIL TO: Office of the Attorney General Registry of Charitable Truets P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 | Street Sacramento, CA 95814 Telephone: (916) 323-5079

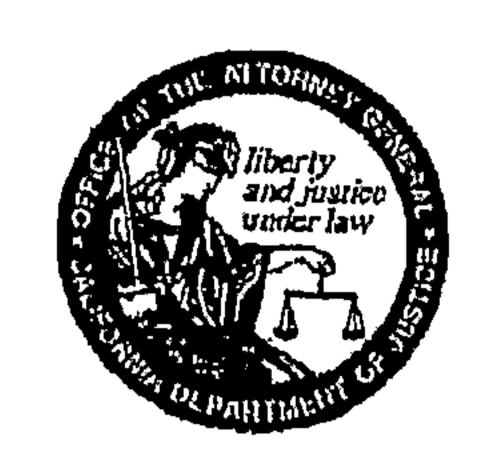
WEB SITE ADDRESS: http://ag.ca.gov/charitles/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:	. 109	Name and Address of Charltable Organ			
The Heritage Company, Inc.	1 ~ 1	CTND 314-11 EFINING 94-09553210			
2402 Wildwood Avenue, Suite 500		Veterans of Foreign Wars, Department of California			
Sherwood, AR 72120		Name of Charity -7111 Governors Circle 1510 "J" Street, Ste.110			
	•	Address of Charity Sacramento, C.1 95823 Sacr	amento, CA 95814		
		City, State, and ZIP Code of Charity			
gures from (check one): National Campaign	California Campaign				
Telemarketing	held (on) (from) $\frac{1/1}{}$	<i>'03</i> , 20, to	12/31/03		
(Type of Activity)	*	(Date or dates must be shown)			
the contract between the commercial fund-raiser at left of the contract between the commercial fund-raiser at left explanation (1)	nd charlty based upon a fee A guaranteed 1 20% which exer	e or percentage of revenue? (check one) has received 49 out to	Fee Percentage Cother 2		
. REVENUE					
A. Cash contributions					
B. Entertainment sales or admission charges		B,			
C. Sales from products					
D. Advertisement sales		F	•		
E. Membership fees	•		•		
F. Other sources: (Specify)		. Fa.			
a		Fb.			
b		Fc.			
C,	· · · · · · · · · · · · · · · · · · ·	Fd.	Ø5106100		
G. TOTAL REVENUE	·		. \$54,961.00 G		
See attache	ed itemization				
2. EXPENSES A. Fees or commissions		Α.			
B. Salaries		В.			
C. Payroll taxes		C.			
D. Employee benefits		D,			
E. Cost of merchandise for resale		E,	•		
F. Cost of entertainment	•	F.			
. G. Postage		G.			
H. Advertising		H,			
i, Telephone		l.	•		
 Rental of equipment 		ئ.			
K. Facilities charge		K.			
L. Permits		L,			
M. Other expenses: (Specify)		■ •			
a,		Ma.			
h		Mb.			
D		L J _			
C		Mc. Md.			

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Registry of Charitable Trusts

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COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Page 2

Amount to Charity (subtract line 2N from line 1G)			\$13,636.40 _{3.}	
Less additional fund-raising expenses paid by charity		0		
				
Less fair market value of goods and/or services used	<u>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</u>	<u> </u>		
Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)			\$13,636.40 6.	
(a) Does any officer, director, partner or owner of the organization for which the Commercial Fund-raise [] Yes [] No [f"yes," complete the fo	er has contracted to solicit?	or control over, directly or indirect	ly, the charitable	
Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	•	Relationship of officer, etc. To charitable organization	
		•		
(b) For each affiliation identified in 7 (a), attach copy nder penalties of perjury, I declare that I have examined nowledge and belief, it is true, correct and complete.	this report, including accompanying documents, s	chedules and statements, and to	/	
	Glendakeenihan, Sec Printed Name	retary Title	rer /ol/	
ignáture of authorized officer (Commercial Fund-raiser)		1 1 MC		
his report must be signed by two officers or diffectors of	the charitable organization for verifying the distribu	tion.		
Ignature of authorized officer/director (Charlity)	Printed Name	Tile	D	
	John Lowe	A/Q	1/27/	
Signature of authorized officer/director (Charlty)	Printed Name	Title	D	

CAMPAIGN FINANCIAL REPORT

(pending ongoing collections & reconciliations)

THE HERITAGE COMPANY	
(Name of Professional Solicitor)	(Registration Number)

VETERANS OF FOREIGN WARS - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REV	/ENUE	54,961.00			
EXPENSES					
	SALARIES, WAGES, COMMISSIONS	12,862.78			
	PROMOTIONAL FEES	1,732.87			
	POSTAGE	697.80			
	TELEPHONE	9,548.23			
	RENT	3,675.08			
	SUPPLIES	395.42			
	LICENSES, PERMITS	651.28			
	ADVERTISING	814.10			
	ACCOUNTING/DATA PROCESSING	4,582.22			
	LIST PREPARATION	360.53			
	OTHER:	· · · · · · · · · · · · · · · · · · ·			
	TOTAL EXPENSES	35,320.31	64.26%		
Net Proceed	S			19,640.69	35.74%
Amount Retained by Charitable Organization or Sponsor		13,636.40	24.81%		
				04.04.07	
Percentage of Funds Received by Charitable Organization or Sponsor		24.81%			
	(Amount Retained by the Charitable Organization or Sponsor div by Gross Revenue)	riueu			
Net Income/	Loss (-) to THC			6,004.29	10.92%
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